

IN THE CLAIMS

A listing of the claims of the present application is as follows:

1. (Currently Amended) A system for incorporating local content into a communication stream, comprising:

- a) means for transmitting a communication stream including program content to a receiver;
- b) means for inserting in the program content ~~tags descriptive of local action at the receiver~~ one or more first tags and one or more second tags;
- c) means for capturing the program content at the receiver and storing the one or more first tags and the one or more second tags in tables; and
- d) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and
- d e) means for processing the one or more first tags in the tables to insert local content in place of the program content for re-transmission to the local area served by the receiver.

2. (Currently Amended) The system of Claim 1 further comprising:

e f) means for authoring the one or more first tags and the one or more second tags and inserting them into the program content.

3. (Currently Amended) The system of Claim 1 further comprising:

f g) means for scheduling the one or more first tags in the program content for local action.

4. (Currently Amended) The system of Claim 1 further comprising wherein the tables comprise:

- g) a first table means in the receiver for storing a the one or more first tags in the program content; and
- h) a second table means in the receiver for storing a the one or more second tags in the program content.

5. (Currently Amended) The system of Claim 1 wherein the one or more first tags comprises comprise[:]

i) means for identifying local content for splicing or replacing program content.

6. (Canceled)

7. (Currently Amended) The system of Claim 1 wherein each the one or more first tags and the one or more second tags comprise[s] a header, tag type and local action.

8. (Currently Amended) The system of Claim 1 wherein the processing means comprises;
k) a supervisor for scanning ~~a first and a second table for tags~~ the tables; and
l) means for detecting a scheduled time in the program content for initiating and transmitting local action described in ~~a~~ the one or more first tags.

9. (Currently Amended) The system of Claim 1 wherein the means for inserting tags in the program content comprises[:]

m) an authoring tool generating ~~local and override~~ the one or more first tags and the one or more second tags[;] and
n) ~~means included in each tag defining a header, a tag type and local action.~~

10. (Currently Amended) An enhanced TV system comprising:

a) at least one source for transmitting compressed, packetized audio/video program content with one or more first tags and one or more second tags in a communication stream;
b) at least one enhanced TV station for receiving the communication stream;
c) means for expanding the received communication stream;
d) means for capturing the program content at the enhanced TV station and storing the one or more first tags and the one or more second tags in tables;

e) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables;

d f) means for processing the one or more first tags in the communication stream tables to insert local content underlying or spliced into the program content; and

e g) local receivers for receiving, viewing and interacting with the program content.

11. (Currently Amended) The enhanced TV system of Claim 10 further comprising:

f h) computer means including a computer memory;

g i) program instructions stored in the computer memory for authoring tags; supervising tag processing;

h j) scheduling tag insertion of the one or more first tags and insertion of the one or more second tags into the program content and splicing tags into the program content; and

i k) means coupling the computer to web servers for e-commerce, database information and tracking interaction with the local receivers.

12. (Currently Amended) The enhanced TV system of Claim 11 further comprising:

j l) the local receiver means generating and transmitting messages to the enhanced TV station; and

k m) means for transmitting the messages and/or the one or more first tags to the web servers which provide content for the one or more first tags and/or respond to the messages.

13. (Currently Amended) A method of processing tags in a communication stream containing program content for delivery to a receiver, comprising the steps of:

a) capturing the program content including one or more first tags and one or more second tags; and

b) storing the one or more first tags and the one or more second tags in tables at the receiver; and

c) processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

b d) processing the one or more first tags to insert local content in place of the program content at a scheduled time in the program content for re-transmission to an area served by the receiver.

14. (Currently Amended) The method of Claim 13 further comprising the step of:
c e) scheduling the one or more first tags and the one or more second tags in the program content for incorporation into the communication stream at scheduled insertion points.

15. (Currently Amended) The method of Claim 13 further comprising the step of:
d f) coupling a settop box to the receiver for interaction in accordance with an action defined in a the one or more first tags.

16. (Currently Amended) The method of Claim 13 further comprising the step of:
e g) sending messages to the a transmitter from settop boxes.

17. (Currently Amended) The method of Claim 13 further comprising the step of:
f h) tracking settop interaction with the receiver or local modifications made by the one or more first tags in the program content.

18. (Currently Amended) The method of Claim 13 further comprising the step of:
g i) transmitting messages to web servers for contents identified by the one or more first tags or requests from settop boxes.

19. (Currently Amended) A supervisor module in an enhanced TV station comprising:
a) means for reading program content in a communication stream from a transmitter;
b) means for identifying one or more first tags and one or more second tags in the program content;
c) means for inserting identified the one or more first tags and the one or more second tags in tables; and

d) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

d e) means for replacing program content with local content based on the identified one or more first tags.

20. (Canceled)

21. (Canceled)

22. (Currently Amended) A method for processing tags to replace program content in a communication stream with local content, comprising the steps of:

a) reading program content in a communication stream;

b) identifying one or more first tags and one or more second tags in the program content;

c) inserting identified the one or more first tags and the one or more second tags in tables;

and

d) processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

d e) replacing program content with local content based on the identified the one or more first tags.

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Currently Amended) A program medium executable in a computer system for processing first tags and second tags in a communication stream containing program content for delivery to a receiver, comprising:

a) program instruction in the medium for capturing the program content including one or more first tags and one or more second tags and storing the one or more first tags and the one or more second tags in tables at the receiver; and

b) program instructions to process the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

b c) program instructions in the medium for processing the one or more first tags to insert local content in place of the program content at a scheduled time in the program content for re-transmission to an area served by the receiver.

27. (Currently Amended) The program medium of Claim 26 further comprising:

c d) program instructions in the medium for scheduling the one or more first tags and the one or more second tags in the program content for incorporation into the communication stream at scheduled insertion points.

28. (Currently Amended) The program medium of Claim 26 further comprising:

d e) program instructions in the medium for coupling a settop box to the receiver for interaction in accordance with an action defined in a the one or more first tags.

29. (Currently Amended) The program medium of Claim 26 further comprising:

e f) program instruction in the medium for sending messages to the transmitter from settop boxes.

30. (Currently Amended) The program medium of Claim 26 further comprising:

f g) program instructions in the medium for tracking settop interaction with the receiver or local modifications made by the one or more first tags in the program content.

31. (Currently Amended) The program medium of Claim 26 further comprising:
g h) program instructions for transmitting messages to web servers for contents identified by
the one or more first tags or requests from settop boxes.